



Virginia Peninsula Chamber of Commerce
York County Chamber of Commerce
Business Survey

One of our goals is to assist the average business owner with skills necessary to be successful. The information gained from this survey will assist the VPCC and YCCC in offering courses that will be meaningful to your businesses growth and development.

Name of Business _____ email _____

Owner/Manager _____ Type of Business _____

Address _____ Phone _____

_____ Fax _____

of Entry Level Personnel _____ # of Management Personnel _____

Please indicate your preference of topic in each category (1) is your first choice, (2) is your second choice and (3) is your third choice.

Early Business Development

- _____ Business Planning
- _____ Finance/Budgeting
- _____ City and State Codes
- _____ Creating your Niche

Marketing

- _____ Marketing Research
- _____ Database Marketing
- _____ Computer Analysis
- _____ Marketing Strategies/Promotions
- _____ Advertising/Direct Mail
- _____ Basic/Advanced Internet Strategies
- _____ Visual Merchandising Techniques
- _____ Public Relations
- _____ Effective use of Sales Promotions

Merchandising Mix

- _____ Assortment Planning
- _____ Merchandising
- _____ Open to Buy
- _____ Pricing Strategies
- _____ Vendor Relations/Negotiation
- _____ Store Layout
- _____ Just in Time Inventory Practices

Management

- _____ Long-range Planning
- _____ Management and Business Controls
- _____ Strategic Planning Resources
- _____ Vision and Culture

Exporting

- _____ Financing
- _____ International Marketing

Facility/Store Operations

- _____ Difficult Customers/Customer Service
- _____ Inventory Control and Analysis
- _____ Loss Prevention/Legal Issues
- _____ Receiving Stocking/Distribution
- _____ Store Staffing
- _____ Government Contracts
- _____ Expansion

Financing

- _____ Banking and Loans
- _____ Budgeting/Internal reporting
- _____ Cost Reduction/Containment
- _____ Capital Resources
- _____ Eroding Margins
- _____ Factoring Accounts Receivables
- _____ Refinancing Loans
- _____ Taxation
- _____ Rent vs. Own
- _____ Local & State Incentives

Technology

- _____ Information Systems
- _____ Patents & Copyrights
- _____ Government Commercialization

Human Resources

- _____ Managing Healthcare Costs
- _____ Compensation and Benefits
- _____ Basic Skills/Empowerment
- _____ Hiring/Firing/Legal Issues
- _____ Training and Motivating
- _____ Workforce Development

Other important topics not listed (please be specific): _____

1. How long would you like the training to last? (Select two and indicate first and second preferences)

1 Hour _____ 1 to 2 Hours _____ 2 to 3 Hours _____ 1/2 Day _____ Full Day _____

2. What time of day is most convenient? (Select two and indicate first and second preferences)

Early Morning _____ Late Morning _____ Early Afternoon _____ Late Afternoon _____ Evenings _____
7:00 – 10:00am _____ 9:30 – 12:30pm _____ 12:30 – 3:30pm _____ 3:30 – 6:30pm _____ 6:30-9:30pm _____

3. Which would be the best day of the week? (Select two and indicate first and second choices)

M _____ T _____ W _____ TH _____ F _____ Sat _____

4. Would you attend follow-up sessions to discuss what you learned and how it worked for you?

Yes _____ No _____

Please return this survey by fax to 757-890-6670 or email to dickens@yorkcounty.gov. Survey courtesy of the VPCC.